WHAT IS CLAIMED IS:

1. A fixing system for use with a printing apparatus, comprising:

a fixing roller;

at least a first heating zone and a second heating zone defined within the fixing roller; and,

a controller operative to control a flow of heat exchange medium through the first heating zone and through the second heating zone.

2. The fixing system of claim 1,

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comprising at least one supply tube that supplies heat exchange medium to the fixing roller;

the first heating zone comprising at least two first-zone return tubes;
the second heating zone comprising and at least two second-zone return tubes; and

the controller being operative to select flow through either the first-zone return tubes or the second-zone return tubes.

3. The fixing system of claim 1,

comprising at least one return tube that returns heat exchange medium from the fixing roller;

the first heating zone comprising at least two first-zone supply tubes; the second heating zone comprising and at least two second-zone supply tubes; and

the controller being operative to select flow through either the first-zone supply tubes or the second-zone supply tubes.

- 4. The fixing system of claim 1, the controller comprising a valve.
- 25 5. The fixing system of claim 1, the controller comprising a pump.
 - 6. The fixing system of claim 1, the controller being operative to control flow rate of the heat exchange medium proportional to a speed at which receivers are passed through the fixing system.

- 7. The fixing system of claim 1, the controller being operative to control a temperature of the heat exchange medium dependent upon a type of receiver passed through the fixing system.
- 8. The fixing system of claim 1, the controller being operative to control a
 5 temperature of the heat exchange medium dependent upon a type of marking material passed through the fixing system.
 - 9. A fixing process for use with a printing apparatus, comprising: controlling a flow of heat exchange medium through a first heating zone within a fixing roller and a second heating zone within the fixing roller; and, fixing marking material to a receiver with the fixing roller.
 - 10. The fixing process of claim 9, comprising controlling the flow of heat exchange medium as a function of a width of the receiver.
 - 11. The fixing process of claim 9, comprising controlling the flow of heat exchange medium as a function of a width of the receiver, the first heating zone and second heating zone corresponding to different width receivers.
 - 12. The fixing process of claim 9, comprising controlling flow rate of the heat exchange medium proportional to a speed at which receivers are passed through the fixing system.
- 13. The fixing process of claim 9, comprising controlling a temperature of the20 heat exchange medium dependent upon a type of receiver passed through the fixing system.
 - 14. The fixing process of claim 9, comprising controlling a temperature of the heat exchange medium dependent upon a type of marking material passed through the fixing system.

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- 15. A fixing process for use with a printing apparatus, comprising:
 fixing marking material to a receiver with a fixing roller;
 flowing a heat exchange medium through a first heating zone within the
 fixing roller, the first heating zone being biased toward the receiver.
- 5 16. The fixing process of claim 15, comprising:
 flowing the heat exchange medium through a second heating zone within the fixing roller, the second heating zone being biased toward the receiver.
 - 17. The fixing process of claim 16, comprising controlling a flow of heat exchange medium as a function of a width of the receiver.
- 10 18. The fixing process of claim 16, comprising controlling a flow of heat exchange medium as a function of a width of the receiver, the first heating zone and second heating zone corresponding to different width receivers.

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- 19. The fixing process of claim 15, comprising controlling a flow of the heat exchange medium proportional to a speed at which receivers are passed through the fixing system.
- 20. The fixing process of claim 15, comprising controlling a temperature of the heat exchange medium dependent upon a type of receiver passed through the fixing system.
- 21. The fixing process of claim 15, comprising controlling a temperature of the20 heat exchange medium dependent upon a type of marking material passed through the fixing system.
 - 22. A fixing system for use with a printing apparatus, comprising: a fixing roller operative to fix marking material to a receiver; and, a first heating zone within the fixing roller biased toward the receiver.
- 25 23. The fixing system of claim 22, comprising: at least a second heating zone within the fixing roller biased toward the receiver.

24. The fixing system of claim 22, comprising:

at least a second heating zone within the fixing roller biased toward the receiver; and

a controller operative to control a flow of heat exchange medium through the first heating zone and through the second heating zone.

- 25. The fixing system of claim 22, comprising a controller operative to control flow rate of the heat exchange medium proportional to a speed at which receivers are passed through the fixing system.
- 26. The fixing system of claim 22, comprising a controller operative to control
 10 a temperature of the heat exchange medium dependent upon a type of receiver passed through the fixing system.
 - 27. The fixing system of claim 22, the controller being operative to control a temperature of the heat exchange medium dependent upon a type of marking material passed through the fixing system.

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